

Message Text

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TAGS: BEXP, BTRA, ID

SUBJ: U.S. TRADE CENTER EXHIBITION OF ELECTRONICS

INDUSTRY EQUIPEMENT.

1. OUR EFFORTS IN SUPPORT SUBJECT EXHIBITION HAVE CONSISTED OF DIRECT MAIL CAMPAIGN, PRESS RELEASE AND PUBLICATION OF SHOW ANNOUNCEMENTS IN EMBASSY COMMERCIAL NEWSLETTER. WE ARE OPTIMISTIC THIS PROMOTIONAL ACTIVITY WILL RESULT IN ATTENDANCE OF INDONESIANS TO SHOW.

2. WE MAILED FLYER AND SHOW ANNOUNCEMENT TO APPROX 60 INDONESIAN PRIVATE COMAPNIES AND GOVERNMENT OFFICIALS AND TO SEVERAL U.S. COMAPNIES HAVING ELECTRONIC COMPONENTS ASSEMBLY JOINT VENTURES. WE ALSO ISSUED NEWS RELEASES -- IN INDONESIAN OR ENGLISH AS APPROPRIATE -- TO ALL LEADING NEWSPAPER AND NEWS BULLETIN PUBLISHERS, AS WELL AS TO GREATER JAKARTA CHAMBER OF COMMERCE, NATIONAL ASSOCIATION OF IMPORTERS AND RADIO REPUBLIC INDONESIA.

3. SEVERAL NEWSPAPERS, BULLETINS AND RADIO REPUBLIC INDONESIA, HAVE CARRIED ANNOUNCEMENTS ABOUT SHOW. IN ADDITION, GREATER JAKARTA CHAMBER OF COMMERCE AND NATIONAL ASSOCIATION OF IMPORTERS REPRODUCED PRESS RELEASE IN NEWSLETTER TO SEVERAL HUNDRED MEMBERS. WHILE TO DATE ONLY THREE COMPANIES HAVE INFORMED US OF

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INTENTION TO SEND PERSONNEL, WE HOPE OTHER COMPANIES

WHICH HAVE NOT INFORMED US OF THEIR PLANS, WILL ALSO SEND REPRESENTATIVES.

4. THREE FIRMS PLANNING SEND PERSONNEL ARE:

A) BERITA BUANA, INFLUENTIAL LARGE CIRCULATION DAILY NEWSPAPER, WILL SEND ITS SALES PROMOTION MANAGER, IR. FUAD ABDURRAHMAN, WHO LIVED IN U.S. X YEARS AND WAS INSTRUMENTAL IN ARRANGING RECENT PURCHASE BY HIS FIRM OF APPROX \$200,000 WORTH U.S. PRINTING AND GRAPHIC EQUIPMENT.

B) SOEDARPO CORP. WILL SEND ONE OR MORE PERSONNEL. MEDIUM-SIZE FIRM ESTABLISHED 1953, EMPLOYS 150, WITH BRANCHES THROUGHOUT INDONESIA. SOEDARPO IMPORTS AND RETAILS ELECTRONIC EQUIPEMTN, OFFICE MACHINES, COMPUTERS, PHARMACEUTICAL PRODUCTS, PHOTOGRAPHIC AND GRAPHIC EQUIPMENT. IMPORTS ON INDENT ORDERS RECEIVED FROM GOI AGENCIES, PRIVATE BUYERS AND ITS RETAIL OUTLETS.

SOEDARPO HAS BEEN AGENT FOR ALL RCA CORP. PRODUCTS SINCE 1953, FOR SPERRY-RAND CORP. COMPUTERS SINCE 1959 AND FOR NUARC, INC. (CHICAGO) GRAPHIC AND CAMERA EQUIPEMTN SINCE 1969. PRESIDENT OF FIRM ALSO OWNS SAMUDERA INDONESIA P.T. OCEAN SHIPPING LINE AND OPERATES INTERNATIONAL SHIPPING AND TRANSPORT AGENCIES WHICH REPRESENTS ISTHMIAN LINES AND OTHER FOREIGN CARRIERS. FNCB JAKARTA IS ONE OF FIRM'S MANY FINANCIAL REFERENCES. FIRM IS WELL KNOWN TO EMBASSY AND WE RECOMMEND IT AS PROSPECTIVE REPRESENTATIVE IN INDONESIA FOR EXHIBITORS.

C) P.T. PROPELAT, BANDUNG, WHICH NOW OPERATES AS CIVIL ENGINEERING CONSTRUCTION CONTRACTOR WILL SEND ONE OR MORE PERSONNEL. EMBASSY DOES NOT HAVE WTD ON FIRM BUT SENT QUESTIONNAIRE SEVERAL WEEKS AGO. WE UNDERSTAND FIRM IS DIVERSIFYING ITS ACTIVITIES. FEW MONTHS AGO, IT PURCHASED SEVERAL PIECES HEAVY U.S. CONSTRUCTION MACHINERY EXHIBITED IN USAQUIP 74 HERE. FIRM HAS JOINT VENTURE WITH MITSUI CORP. IN GENERAL CONTRACTING

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BUSINESS. WE HAD HEARD PROPELAT IS CONNECTED WITH INDONESIAN ARMY AND HAS ACCESS TO GOI FUNDING, BUT RECENTLY, WE WERE INFORMED FIRM IS PRESENTLY UNDERGOING CASH-SHORT PERIOD. WE RECOMMEND TRANSACTIONS WITH FIRM BE CONDUCTED ON FULLY-SECURED BASIS.

5. PLEASE INFORM ALL U.S. EXHIBITORS WE ARE PREPARED CABLE WTD INFORMATION ABOUT INDONESIAN FIRMS SAME

DAY WITHIN FEW HOURS AFTER RECEIPT OF REQUESTS. CAN
ALSO SUPPLY SELECTED LISTINGS OF PROSPECTIVE AGENTS
OR DISTRIBUTORS.

6. WE WILL APPRECIATE IT IF APPROPRIATE COURTESIES
ARE EXTENDED TO ALL INDONESIAN VISITORS TO TRADE
CENTER. MAY WE SUGGEST YOU CONSIDER INVITING THEM
TO HOSPITALITY EVENTS HELD IN CONNECTION WITH SHOW.
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